

ABSTRACT

The invention pertains to a message, system and software allowing permissive interactive marketing among a plurality of users and a plurality of sponsors over a computer network such as the Internet. The system provides users with a desktop portal which comprises valuable utilitarian software to promote use of the portal and a message receiving space. The portal is customizable such that each sponsor can present a unique look and feel while at the same time providing users with a familiar functionality. By selection of sponsors each user forms a virtual dynamically variable network corresponding to his preferences.